



# THE CONTENT FACTORY

Please wait until instructions are given in the presentation to fill in the following sections; however, you may get stoked now.

## TO POST OR NOT TO POST?

Please use your answers from the "Define your Brand" task to complete your posting flow chart. Some answers will require you to look into your page insights and posting trends.

1. Does the content help tell our brand's story?  
Hint:

NO

DON'T POST IT

YES

2. Will the content resonate with our audience?  
Hint:

NO

DON'T POST IT

YES

3. Does the copy and image speak to at least one of the following? The product / destination, brand, audience or...

NO

DON'T POST IT

YES

4. Does the content speak in your brand's voice / tone?  
Hint:

NO

DON'T POST IT

YES

5. Has the image been treated to align with brand guidelines?  
Hint:

NO

DON'T POST IT

YES

Post it on  at  a.m./p.m.